LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY INC.
AD #163D, REQ 88-90769 "New Concord-First Cigarette" Pg 4/c Bld (8 3/4 x 11½) Natl Off Mags, 1985
Printed in U.S.A.

New Concord. The first cigarette with adjustable flavor.

"I control the flavor. I like that."

For a light, mild ultra low tar, twist arrow to thinnest bar.

For a rich, flavorful low tar, twist arrow to thickest bar.

Great taste at every turn!

CONCORD

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

Maximum: 15 mg "tar," 1.0 mg nicotine; minimum: 5 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

"Tar" and nicotine vary depending upon position of arrow on filter.

Source: https://www.industrydocuments.ucsf.edu/docs/htln0003
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